

SPECIFICATION AMENDMENTS:

Please revise the specification as follows:

Please amend the paragraph starting on page 1, line 21, as follows:

A1
Several different mechanisms have been devised for identifying characteristics of a particular audience. For example, when a user selects a well ~~know~~ known sports web site, web services can use this information to direct sports related advertisements to the user. Additionally, when a user conducts a search using a web service such as Excite, Yahoo, or Lycos, the search terms may be used to select a category of advertisements or indeed directly determine the advertisement itself. In one example, when a user enters search terms using a web service, an Amazon.com advertisement appears in the web page associated with the web service inviting the user to search Amazon.com for products related to the search term.

Please amend the paragraph starting on page 2, line 11, as follows:

A2
Accordingly, it is an object of the present invention to provide a system and method for identifying web services that are most likely to produce useful information for a given set of search terms. It is a further object of the present invention to provide a means for identifying content that is most likely to be of interest to a user. Such content includes advertisements that closely match a ~~users~~ user's particular interests.